

Satya Prakash

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| **Career Objective :** | | | Seeking Sr management positions in Business Development or Channel Sales Development. | | | | |
| **PROFESSIONAL PROFILE :** | | | MBA (Finance & Marketing) with approximately 10 and above years of rich experience in Sales, Business Development, Channel Management, Key Account Management, New Market Development with well-known organisations. | | | | |
| A proactive planner with abilities in implementing effective strategies for augmenting business, identifying and penetrating new market segments, promoting products for business excellence. | | | | |
| Possess in depth knowledge of various Financial Accounting software and ERP (SAP SD Module). | | | | |
| Hands on experience in Sales & Marketing of a wide range of Financial Products with abilities in managing sales operations, organizing promotional strategies, building relationships with clients & achieving desired goals. | | | | |
| An enterprising leader with strong analytical, problem solving & organisational abilities. | | | | |
| **AREAS OF EXPERTISE :** | | | **Strategic Planning & Management** | | | | |
| Implementing competent strategies for business with a view to penetrate new accounts and expand existing ones for meeting pre-determined business objectives and targets. | | | | |
| Maintaining branch records & periodically submitting reports to H.O for decision-making purposes. | | | | |
| **Business Development** | | | | |
| • Analysing business potential, conceptualizing & executing strategies to drive sales augment turnover and achieve desired targets. | | | | |
| • Monitoring competitor activities and devise effective counter measures. | | | | |
| **Key Account Management** | | | | |
| • Interfacing with key influencers among Corporate and HNI clients for ascertaining requirements, making presentations and delivering need based product solutions. | | | | |
| • Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels. | | | | |
| **Client Relationship Management** | | | | |
| • Ensuring continuous interaction with the customer to make sure those areas of concerns can be worked upon for improved service levels. | | | | |
| • Providing customer service in order to increase client satisfaction, program growth & new product introductions. | | | | |
| **ORGANISATION DETAILS** | | | | | | | |
| Company Profile : | | | ***Established in the year 2011, Edelweiss Tokio***[***Life Insurance Company***](https://en.wikipedia.org/wiki/Life_insurance)***Ltd is a new age life Insurance company in India. It is a joint venture between***[***Edelweiss***](https://en.wikipedia.org/wiki/Edelweiss_Group)***, a diversified financial services conglomerate in India, and***[***Tokio Marine***](https://en.wikipedia.org/wiki/Tokio_Marine)***, one of the oldest life insurance companies in Japan.*** | | | | |
| **Designation**  :  **Duration :**  **Key Result Area :** | | | Branch Head (Agency)  October 2016 to till date  **Managerial Responsibilities:**   * Building the team of development managers. * Motivating, mentoring and guiding the team. * Creating the business plan and help the team to achieve it.   **Functional Responsibilities:**   * Maintain the revenue targets and persistency targets of the organization * Handle Complaint & Resolution of Employee, PFA, Policy Holder * Maintain the defined Login vs Issuance rate * Maintain the PFA activation rate, percentage of club qualifiers * Planning for daily, monthly and yearly activity. * Monitoring the activities on daily basis. * Training and inputs to the team. * Directing and controlling the team. * Helping in resolving the issues. * Interacting with senior management for resolution of critical issues. * Advising the agency force with the regular update. * Guiding the team to achieve the goal.   **Attainments:-**   * First Branch to Achieve 2 Cr. Landmark in JFM 2017 PAN India. * First Branch to Achieve 2.3 Cr. Landmark in JFM 2018 PAN India. * Created a successful Agency with highest numbers of Active Advisors. * Successful Managing Branch with compliance and good number of persistency with 120% achievement. | | | | |
| Company Profile : | | | Indiabulls Real Estate is one of the largest real estate companies in India with development projects spread across high-end office and commercial complexes, premium residential developments, mega townships, retail spaces, hotel and resorts, state of the art special economic zones and infrastructure development. | | | | |
| **Designation :** | | | **Senior Manager (Channel Sales, Strategy & Marketing)** | | | | |
| **Duration :** | | | September 2015 – October 2016 | | | | |
| **Key Result Area :** | | | • Responsible for creating a large team of Channel Partners for Business Development. | | | | |
| • Being a site in-charge efficiently handled the existing customer and have been successful in cross selling them other projects with the help of team of Channel Partners | | | | |
| • Responsible for HNI Client Management and new lead generation. | | | | |
| • Create and conduct sales proposal and presentation for HNI clients. | | | | |
| • Need assessment of HNI clients and provide them proper solution.  **Attainments:-**   * Created 15 valuable Channel Partner for Indiabulls Real Estate. * In spite of challenging product, I took Closing ratio form 10% to 40%. * Heading project called Indiabulls Golf City and despite of challenges, reached the business of 50 Cr which is 150% of the target given. | | | | |
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| Company Profile : | | | Kotak Mahindra Old Mutual Life Insurance Limited is a leading private Life Insurance company in India. The company is jointly owned by Kotak Mahindra group of India and Old Mutual of South Africa in 74:26 ratio respectively | | | | |
| **Designation :** | | | Branch Managing Partner | | | | |
| **Duration :** | | | Apr 2014 - September 2015 | | | | |
| **Key Result Area :** | | |  | | | | |
|  | | | • Recruiting and building Agency Partners for Branch through Managing Partners and guiding the Managing Partner in making healthy and performing team. | | | | |
| • Managed unit of managing partner’s team (on roll managers). | | | | |
| • Mentoring the Managing Partner and help them in reaching the business targets. | | | | |
| • Involved in product training to Advisors and Agency Partner. | | | | |
| • Reach business target along with the MP’s and their team. | | | | |
| • Responsible for Branch Cost centre. | | | | |
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| **Attainments:-** | | | | |
| • Achieved a base of 49 Agency Partners in 15 months. | | | | |
| • Assured 350+ Advisors associated with the branch in time of 15 months span. | | | | |
| • Despite of new branch reached the business of 1.35 Cr which is 180% of the target given. | | | | |
| • PAN India recognition by MD. | | | | |
| **As Senior Managing Partner (Oct 2012 - April 2014) :** | | | • Building a strong team of Agency Partners and Advisors to achieve the yearly target | | | | |
| • Timely motivating the Partners and Advisor for generating business. | | | | |
| • Available for joint field work if the need be. | | | | |
| • Responsible for Branch Cost centre | | | | |
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| **Attainments:-** | | | | |
| • Created a team of 39 Agency Partners in span of 17months. | | | | |
| • Achieved a number of 200+ advisors in duration of 17 months. | | | | |
| • Successfully achieved a business of 1cr for the business year 2013-2014 | | | | |
| • Achieved position in top 10 in PAN India | | | | |
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| Company Profile : | | | HDFC Bank Limited is an Indian banking and financial services company headquartered in Mumbai, Maharashtra. Incorporated in 1994, it is the fifth largest bank in India as measured by assets. It is the largest private sector bank in India by market capitalization as of February 2014 | | | | |
| **Designation :** | | | Personal Banker Authoriser | | | | |
| **Duration :** | | | Dec 2011 - Sep 2012 | | | | |
| **Key Result Area :** | | | • Branch Merchandising | | | | |
| • Supervise & Monitor Personal Banker desks and contract sales staff | | | | |
| • Authorize Personal Banker transactions | | | | |
| • Branch administration & Lobby Management | | | | |
| • Customer service to ensure walk in customers issues | | | | |
| • Generate business, cross sell and monitor cross sales of Personal Bankers | | | | |
| • Enhancing the value of existing accounts. | | | | |
| • Retention of existing portfolio and Corporate salaries processing | | | | |
| • Cost Management and staff productivity | | | | |
| • Responsible for Cash and Customer transactions at the Teller counters | | | | |
| • Supervising all Non-Cash transactions like DD/MC, fund transfer etc | | | | |
| • Generate leads for Third Party Products to the customers | | | | |
| • Monitor Staff productivity and give guidance on improving the same in conjunction with the Branch Manager | | | | |
| • Branch Operations and Audit Compliance | | | | |
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| **Attainments:-** | | | | |
| • Good and Successful Audit rating. | | | | |
| • Covered CASA book values of Rs 5 Cr in 5 months of handling Godda Branch (Jharkhand) | | | | |
| • Generated 1 Lacs of TPP income through cross sell in every month. | | | | |
| • Organised Loan Mela in Semi Urban areas for increasing penetration | | | | |
| • Branch has achieved its target month on month | | | | |
| • Sourced Govt. Account for the branch with future commitments | | | | |
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| Company Profile : | | | Tata AIA Life Insurance Company (Tata AIG Life) is a joint venture company formed by Tata Sons and the AIA Group (AIA) and a well-known brand in insurance sector in India. Tata Sons holds a majority stake of 74% in the company and AIA holds 26% through an AIA Group company | | | | |
| **Designation :** | | | Business Associate Manager | | | | |
| **Duration :** | | | May 2008 - Dec 2011 | | | | |
| **Key Result Area :** | | |  | | | | |
| **As Business Associate Manager :** | | | • Managing various functions of Insurance Agency Business. | | | | |
| • Knowledge sharing with BA’s and motivating them to achieve set goals. | | | | |
| • Ensure that Business Associates attend the meeting on time and achieve their team targets. | | | | |
| • Undertake the activities like COPs and other pace activities to impel recruitments. | | | | |
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| **Attainments:-** | | | | |
| • Gold Certificate winner in the area of Production of 3 MDRT in Jamshedpur TALIC Branch 1 in the year 2010-11 (Lipika Ghosh, Suraj etc) | | | | |
| • “Big Boss Contest” Winner in 2010. | | | | |
| • Apart from above achievements I got every year promotion with salary increment every year from the time I joined the company. | | | | |
| **As Assistant Business Associate Manager :** | | | • Mapping Business Associates/ Advisors requirements; update and train them on new products and policies. | | | | |
| • Recruiting and building of new Business Associates team | | | | |
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| **Attainments:-** | | | | |
| • Awarded with “Flash Forward Certificate” from Sr.VP Agency Sales and Sr. VP-Human Resources for achieving the target of 93lacs of business against the budget of 53lacs. | | | | |
| • “Zone Ka Boss” Certificate winner for extraordinary performance in submission budget | | | | |
| **Assistant B A Manger (Management Trainee) :** | | | • The role was to recruit and develop Business Associates and support them by coaching, training or any other support or assistance. | | | | |
| • To provide operational support to Business Associates in terms of submissions, issuance, pending resolve, licensing etc. | | | | |
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| **Attainments:-** | | | | |
| • Successfully handled the model of Business Associates in the company. (Creation of DPBA, BA and Agents and achieve business from them.) | | | | |
| • Winner of “Hour of Power” -Contest as launched by company in 2008 for creating 19 DPBA in particular month. | | | | |
| • Winner of “Ellan-e-jung” - Contest launched by company in 2008 for achieving Rs.1.5lakhs of business in a day. | | | | |
| **Before MBA :** | | | * Have an experience of FMCG sector. A retail store called “Xotica”, which was primarily into packaged food, greens and bakery products. My association was for almost 2 years as a Manager, Operations and Distribution. | | | |
|  | | | * Have been associated with Prasad Kumar & co, which is CA firm. Have worked there for more than a year as Audit Assistant. Besides many more have participated in the Audit of Central Bank of India, Jamshedpur branch. | | | |
| Academic credentials | | | |  | | | | | | | |
| **College Name**  IBS (ICFAI Business School) Bhubaneswar | MBA in Marketing and Finance  [Pass with 1st DIV] | | | **ICFAI University**   * **Start year :** 2006 * **End Year :** 2008 | | | | |
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| **College Name**  Jamshedpur Cooperative College | Bachelor of Commerce (B.Com)  [Pass with 1st DIV] | | | **Ranchi University**   * **Start year :** 1998 * **End Year :** 2001 | | | | |
| Academic Projects | | | | | | | | | | |
| **Organisation:**  ICFAI Business School, Bhubaneswar | | **Project Name**: A Survey on “Entertainment preferences of Executives in Bhubaneswar”: The aim of the project was to find the preferences of people in Bhubaneswar regarding entertainment. | | | | | | | |
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| **Organisation:**  ICICI Bank, Bhubaneswar | | **Project Name**: Analysis of customers perception” [Small Saving vis-à-vis “Unit Link Insurance Plan”] : The aim of the project was to analyse the market acceptability of Small saving and ULIPs | | | | | | | |
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| **Organisation:**  ICICI Bank, Bhubaneswar | | **Project Details**: The aim of the project broadened an experience about Investment Banking and other services operation pursued a great experience about Investment Banking & Services operation. | | | | | | | |
| Additional Skills & Certification | | | | | |
| **Institute:**  SSI IT Education | | * **Course**: Honours Diploma in Internet Application | | | | | | | |
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| **IT Skills** | | * Conversant with Microsoft-Office. * Knowledge of ERP Software (SAP) | | | | | | | |
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| **Certification** | | * Successfully completed “Learning to be Coach Program” * NSE’s Certification, in Financial Market (NCFM) A Beginners’ module from NSE, Kolkata in 2008. * Qualified IRDA Examination. | | | | | | | |
| Awards & Achievements | | | | |
| **Extracurricular Activity** | | * Secured Second position in debate as organized by the Tata Nagar Gaushala Committee in 1998. * Procured “B” Certificate from National Cadet Corps (NCC). * Won Campion trophy Kabaddi Tournament. * Stood first position in Ad Mad Show and second position in Role Play as organized by IBS Bhubaneswar. | | | | | | | |
| Personal Details | | | | |
| Date of Birth  Address | | : 30 Dec 1980  : Mumbai | | | | | | | |